New Subs 1990 by Qtr

Summary by Key   Whole Earth Review   1990 Totals   (Run Date: SEP 25 91)   (RSORCE/YLIFE)

Mailing Key	Total Copies by Quarter 1st Q	2nd Q	3rd Q	4th Q	Total Copies	Pct of Total	Total Bad Pay	Pct Bad Pay	NET #5 MOST USEFUL ? Total Still Active	Total Times Ordered One	Two	3 & Up	Pct Convert
1990 Totals by Source													
Bind-ins													
* Subscriber Copies	150	157	168	176	651 3	11.0%	74	11%	354	425	205	21	35%
* Warner Copies	73 1x	50	109	140 2x	372 6	6.3%	37	10%	260	208	151	13	44%
* Alt Dist Copies	81 1x	84	113	168 2x*	446 4	7.5%	37	8%	330	214	210	22	52%
	304	**291**	**390**	**484**	**1,469**	**24.8%**	**148**	**10%**	23.8 **944**	**847**	**566**	**56**	**42%**
Blow-ins													
* Subscriber Copies	83	biggest 106	62	74	325 7	5.5%	53	16%	146	219	88	18	33%
* Newsstand Copies	260	191 smallest	268	338	1,057 1	17.8%	141	13%	643	593	417	47	44%
	343	**297**	**330**	**412**	**1,382**	**23.3%**	**194**	**14%**	19.9 **789**	**812**	**505**	**65**	**41%**
Gifts													
* Xmas 89	133	13	1	9	156	2.6%	2	1%	61	99	50	7	37%
* Xmas 90	0	0	0	799	799 2	13.5%	6	1%	790	795	3	1	1%
* Gift Ads in WER < SUBS NEWSSTD?	0	0	3	23	26	0.4%	3	12%	21	24	2	0	8%
* In Reg Renew Efrts	15	26	36	133	210 9	3.5%	3	1%	159	173	36	1	18%
* Gift White Mail	23	11	29	119	182	3.1%	1	1%	148	157	20	5	14%
* Gift White Phone	0	0	1	26	27	0.5%	0	0%	26	27	0	0	0%
* Bind-ins/Subscr	30	25	63	182	300 8	5.1%	12	4%	207	256	44	0	15%
* Bind-ins/Warner	8	3	11	68	90	1.5%	6	7%	73	80	10	0	11%
* Bind-ins/AD's	22	10	12	80	124	2.1%	4	3%	90	109	13	2	12%
	231	**88**	**156**	**1,439**	**1,914**	**32.3%**	**37**	**2%**	39.7 late in year **1,575**	**1,720**	**178**	**16**	**10%**
Catalog Agents													
* Ebsco	26	6	11	7	50	0.8%	0	0%	36	17	32	1	66%
* Faxon	4	1	3	4	12	0.2%	0	0%	11	7	5	0	42%
* Other	5	2	6	8	21	0.4%	0	0%	20	10	11	0	52%
	35	**9**	**20**	**19**	**83**	**1.4%**	**0**	**0%**	1.7% **67**	**34**	**48**	**1**	**59%**

*When was newsstd conversion pitch? When did sub px < news px?
Subs. copies ~~Bind-ins~~ are better for bind-ins than blow-ins;
Newsstd cc are " " blowins than bind-ins.

– – – – TOP 5 SOURCES – – – – – –

SOURCE	B-I	BL-I	SUB-T	GIFT	TOTAL	
NEWSSTD C.	818	1057	1875	214	2089	35.2%
SUBSC. C.	651	325	976	300	1276	21.5
XMAS 90	—	—	—	799	799	13.5
WHITE MAIL			435	182	617	10.4
REG RENEWAL	—	—	—	210	210	3.5

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	1st Q	2nd Q	3rd Q	4th Q						One	Two	3 & Up	
Misc Promotion													
* WELL	15	60	39	18	132	2.2%	3	2%	66	74	53	5	44%
* Utne Reader	12	5	19	20	56	0.9%	6	11%	39	26	28	2	54%
* Other Promo	16	31	22	18	87	1.5%	3	3%	45	55	28	4	37%
	43	**96**	**80**	**56**	**275**	**4.6%**	**12**	**4%**	3.8% **150**	**155**	**109**	**11**	**44%**
Unidentified													
* White Mail	194	80	75	86	435 5	7.3%	28	6%	247	261	143	31	40%
* Phone/Walk-in	45	31	52	39	167 10	2.8%	11	7%	96	105	55	7	37%
* Uncoded small: good!	52	21	18	47	138	2.3%	11	8%	74	100	33	5	28%
	291	**132**	**145**	**172**	**740**	**12.5%**	**50**	**7%**	10.5 **417**	**466**	**231**	**43**	**37%**
Comps													
* Author Copies	19	22	2	19	62	1.0%	0	0%	23	57	4	1	8%
* Exchanges	3	0	1	0	4	0.1%	0	0%	4	4	0	0	0%
	22	**22**	**3**	**19**	**66**	**1.1%**	**0**	**0%**	0.7% **27**	**61**	**4**	**1**	**8%**
1990 Grand Totals	**1,269**	**935**	**1,124**	**2,601**	**5,929**	**100.0%**	**441**	**7%**	**3,969**	**4,095**	**1,641**	**193**	**31%**

Phone / Walk in total: 27 gift

$\frac{167}{194}$ ⇒ 0.8/biz day

S/B able to get 1.5 or 2/day.